

CONTRACT



WYFF4.com

WYFF 4
505 Rutherford Street
Greenville, SC 29609
(864)242-4404

And:

Innovative Advertising
Attention: Heidi Guerra
4250 Hwy 22 Suite 7
Mandeville, LA 70471

<u>Contract / Revision</u> 1533482 /		<u>Alt Order #</u> 25324255
<u>Product</u> sd 50		
<u>Contract Dates</u> 10/08/16 - 11/05/16		<u>Estimate #</u>
<u>Advertiser</u> Davis/R/State Senate		<u>Original Date / Revision</u> 10/17/16 / 10/17/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WYFF 4	<u>Account Executive</u> Meredith Thompson	<u>Sales Office</u> Eagle-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 9913826	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WYFF	10/08/16	11/05/16	XFINITY SERIES	330-6p		:30				NM	3	\$6,000.00
Class of Time - Fixed Non Pre-emptible													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S-				1	\$2,000.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WYFF	10/03/16-10/09/16	XFINITY SERIES	330-6p	-----Sa--	:30		\$2,000.00		NM		
Credited													
Week:		10/10/16	10/16/16	-----S-				1	\$2,000.00				
Week:		10/17/16	10/23/16	-----S-				1	\$2,000.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	3	WYFF	10/17/16-10/23/16	XFINITY SERIES	330-6p	-----Sa--	:30		\$2,000.00		NM		
Credited													
Week:		10/24/16	10/30/16	-----S-				1	\$2,000.00				
Week:		10/31/16	11/06/16	-----S-				1	\$2,000.00				
D 2	WYFF	11/05/16	11/05/16	XFINITY SERIES	330-6p		:30				NM	0	\$0.00
Class of Time - Fixed Non Pre-emptible													
3	WYFF	10/08/16	10/08/16	NASCAR SPRINT CUP SER:7-11p			:30				NM	1	\$2,000.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S-				1	\$2,000.00				
4	WYFF	10/08/16	10/08/16	Dateline	8-10p		:30				NM	1	\$0.00
Not Intended to Run, Ran in Error													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S-				1	\$0.00				
N 5	WYFF	10/23/16	10/30/16	Sunday Night Football	8-1130p		:30				NM	2	\$4,000.00
Class of Time - Immediately Pre-emptible without notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				1	\$2,000.00				
Week:		10/24/16	10/30/16	-----S				1	\$2,000.00				
Totals								0.00				7	\$12,000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst Television Inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WYFF 4
505 Rutherford Street
Greenville, SC 29609
(864)242-4404

Contract / Revision	Alt Order #
1533482 /	25324255

Contract Dates	Product	Estimate #
10/08/16 - 11/05/16	sd 50	

Advertiser	Original Date / Revision
Davis/R/State Senate	10/17/16 / 10/17/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	6	\$10,000.00	(\$1,500.00)	\$8,500.00
10/31/16 - 11/05/16	1	\$2,000.00	(\$300.00)	\$1,700.00
Totals	7	\$12,000.00	(\$1,800.00)	\$10,200.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst Television Inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.